

REMARKS

By the present Amendment, Claim 1 has been cancelled and Claim 15 has been substituted therefore to more clearly distinguish the invention from the Urushibata Patent No. 5,787,619 cited by the Examiner. Remaining claims have also been amended to more clearly distinguish the cited reference.

It should be clearly understood what the Urushibata patent discloses and teaches. Separate permanent magnets produce separate and distinct magnetic fields. See Column 8, lines 19-26. These fields produce separate and distinct functions, first to produce "black" on the display sheet, and second to erase the display sheet. See Column 8, lines 60-67. The Urushibata assembly is not adapted to or functional for the media processed by Applicant's invention. Simply stated, the reference does not disclose the functional fields taught by Applicant.

The Examiner's attention is particularly directed to the description of Figures 10, 11, and 12 set forth on pages 15-17 of the Specification. It points out the flux lines provided by Applicant's invention which are distinctly different from the magnetic fields disclosed in the Urushibata patent. As indicated, the apparatus of Urushibata is not practical or sufficiently functional to achieve erasure provided by Applicant's invention.

More particularly, Urushibata teaches a magnetic display erasing apparatus which may comprise a plurality of magnets with a plurality of magnetic poles providing flux within a gap. Urushibata clearly specifies application of a transverse magnetic field direction to "write" magnetic display media to a bright state, and application of any single horizontal magnetic field direction to "erase" such media to a dark state. Clearly, localized generation of transverse fields to depict bright characters or graphics against a dark background of magnetic display media is practical, leaving global application of horizontal field to such media as the only alternative for an erase operation.

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Urushibata teaches in most realizations movement of the polar array away from the gap, and in all other cases interposition of shielding to attenuate the magnetic field, which has an equivalent effect of inconstant magnetic field for selective erasure purposes. Furthermore, Urushibata teaches in typical realizations selective application to the magnetic display region, leaving an adjacent and typically linear magnetic stripe region unaffected. In no case does Urushibata teach or claim means to generate a multi-directional magnetic field which is fixed with respect to a gap provided for magnetic field passage.

Claim 15, amended from original Claim 1, claims apparatus comprising a plurality of fixed magnetic poles which project magnetic flux across a gap. The poles provide fields from adjacent poles or different fields from different sets of adjacent poles, or both. The claim further calls for the fields to be multi-directional. There is no disclosure of such fields in the cited reference.

Claims 2 to 5 are dependent upon Claim 15 and are believed allowable for the reasons set forth in connection with Claim 15.

Claim 6 has been amended to specify that the magnet or like elements are predisposed along and across different sides of a gap. Further, the claim specifies that the field is multi-directional and calls for changes of direction of fields from different sets of adjacent poles. These features are not set forth in the Urushibata reference.

Claims 7 is a method claim and has been amended and specifies pole location and multi-directional magnetic flux unlike anything taught by Urushibata.

Claims 8 to 10 are dependent upon Claim 7 and are believed allowable for the reasons set forth in connection with Claim 7.

Claims 11 to 13 have been amended to particularly set forth a predisposition of the poles for projecting multi-directional magnetic flux, not shown in the Urushibata patent.

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Claim 14 now calls for a method which projects multi-directional magnetic flux across a gap using an assembly of elements predisposed along and across different sides of a gap. This method is not suggested by Urushibata.

In summary, the claims are now believed to be wholly distinguishable from the reference and their allowance is respectfully requested.

Respectfully submitted,

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